SISA

Customer Success Story

SISA Radar helps a leading Indian life insurance provider secure sensitive PII and strengthen data governance.

About The Customer

Incorporated in 2007, the customer is a leading India-based bancassurance-led life insurance provider, established as a joint venture between prominent public and private banking institutions. Headquartered in Gurugram, the organization has a strong pan-India presence with over 100 branch offices and an extensive distribution network across Tier 1, Tier 2, and Tier 3 cities.

The organization manages large volumes of sensitive customer data, including Personally Identifiable Information (PII), PCI data, financial records, and policy-related information across its distributed operations.

With nearly two decades of experience, the organization offers a diversified portfolio of insurance solutions, including life insurance, term plans, retirement solutions, credit life, and employee benefit products. Services are delivered through partner banks, bancassurance channels, and digital platforms, with a strong focus on customer experience and operational efficiency.

Business Challenge

As part of its digital transformation journey, the organization faced increasing complexity in managing and protecting sensitive data, including PII and PCI data, across a highly distributed and dynamic environment.

01 Limited Visibility Across Distributed Data Environments

Sensitive customer and business data including PII was dispersed across endpoints, databases, shared folders, and critical systems. This fragmentation limited effective monitoring and centralized control of regulated data across the enterprise.

02 Expanding Risk in Remote and Hybrid Work Environments

With employees operating across corporate offices, work-from-home setups, and external networks, enforcing consistent data protection controls beyond the traditional perimeter became increasingly challenging, creating gaps in visibility and governance.

03 Inconsistent and Manual Data Classification

The absence of automated, real-time classification led to inconsistent labelling of sensitive data, increasing the risk of misclassification and limiting the effectiveness of downstream security controls, particularly for Data Loss Prevention (DLP) enforcement.

04 Heightened Regulatory and Governance Requirements

Operating in a highly regulated BFSI environment, the organization required stronger auditability, accountability, and control over sensitive data handling. A key requirement mandated by the Insurance Regulatory and Development Authority of India (IRDAI) was enforcing approval-driven workflows for classification downgrade requests to prevent unauthorized changes.

05 Disconnected Security Controls

Existing DLP systems operated independently of classification processes, limiting the ability to enforce contextual, data-driven protection policies aligned with sensitivity levels.

06 Operational and Infrastructure Constraints

The organization required a scalable solution capable of delivering enterprise-grade data discovery and data classification without adding complexity related to infrastructure management, security hardening, or ongoing maintenance.

SISA's Solution

SISA deployed a customized SISA Radar solution within a dedicated SaaS environment with secure tenant isolation, enabling centralized data discovery and automated data classification, along with policy-driven protection without adding infrastructure complexity.

SISA leveraged SISA Radar to deliver enterprise-wide visibility across corporate, remote, and distributed endpoint environments and included the following key capabilities:

Real-Time Classification with High Accuracy

The platform enabled automated real-time classification and reclassification of files and emails, ensuring labels stayed accurate as content changed. Customized detection policies helped reduce false positives, improve classification accuracy, and increase operational efficiency.

Enterprise-Wide Data Discovery

SISA Radar provided discovery and visibility across endpoints, shared folders, production databases, storage repositories, and critical servers containing sensitive customer and insurance-related data. This gave the organization a centralized view of regulated data across its enterprise environment.

Custom Discovery Templates

SISA developed custom discovery templates beyond standard sensitive data identifiers to match the organization's business-specific data patterns and regulatory needs. This improved visibility and strengthened protection coverage across critical datasets.

Tailored Builds for Specialized Teams

For teams using specialized workflows and macro-enabled documents, SISA created tailored configurations to support compatibility without disrupting operations. This helped maintain user productivity while ensuring sensitive data remained properly classified and controlled.

Seamless Integration with Existing DLP Controls

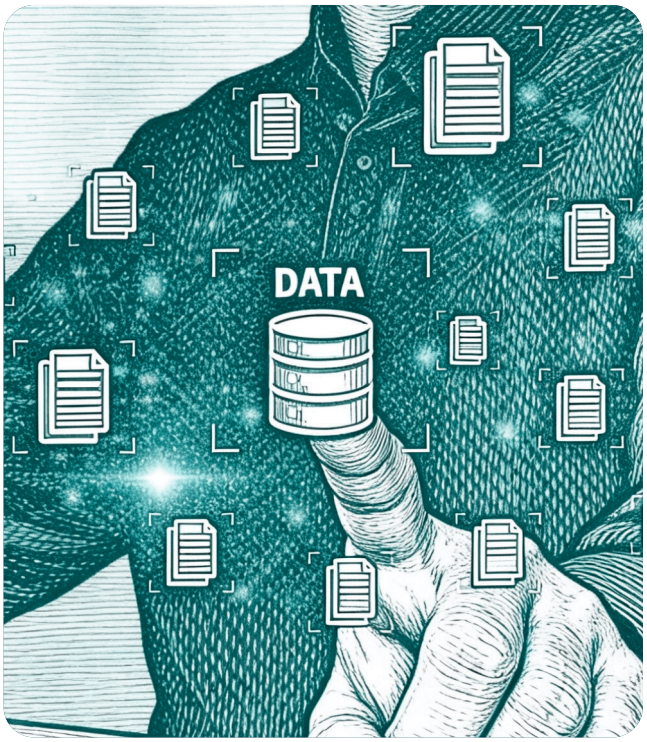
SISA Radar integrated with the organization's existing endpoint DLP ecosystem through metadata-driven policy enforcement. Once files or emails were classified, downstream DLP controls automatically applied protection policies, creating a connected discover, classify, and protect workflow.

Support for Complex IT Environments

The organization's IT environment included legacy applications, distributed endpoints, multiple data repositories, and evolving infrastructure needs. SISA supported this complexity through platform enhancements, custom integrations, and configurations suited for remote workforce and business-specific use cases.

Approval Management Customization for Downgrade Requests

SISA implemented a customized approval workflow for sensitivity label downgrade requests across files and emails. When users attempted to downgrade sensitive content, requests were routed to the respective manager, and the action was allowed only after approval, strengthening governance and accountability.



Business Impact

SISA Radar enabled the organization to transition from fragmented visibility and manual processes to a centralized, automated, and governance-driven data protection framework, ensuring secure handling of sensitive data including PII across distributed environments.

Key Outcomes Achieved

Enhanced Data Governance and Regulatory Alignment

Established centralized and auditable classification controls, strengthening compliance with regulatory requirements and internal governance policies.

Enterprise-Wide Visibility into Sensitive Data

Security and compliance teams gained comprehensive visibility into sensitive customer data including PII, PCI, and policy data across endpoints, remote environments, and critical systems.

Real-Time Data Protection Across Lifecycle

Continuous classification and reclassification ensured sensitive data remained accurately labelled and protected throughout its lifecycle.

Improved Accuracy and Reduced False Positives

Customized detection logic significantly improved classification accuracy, reducing false positives and minimizing manual intervention.

Seamless Integration with Security Ecosystem

Integration with existing DLP systems enabled automated enforcement of protection policies, creating a unified security architecture.

Strengthened Governance and Accountability

Approval-based workflows ensured controlled handling of sensitive data and reduced the risk of unauthorized data exposure.

Scalable, Low-Overhead Security Operations

The SaaS deployment model enabled scalable data protection without infrastructure overhead.

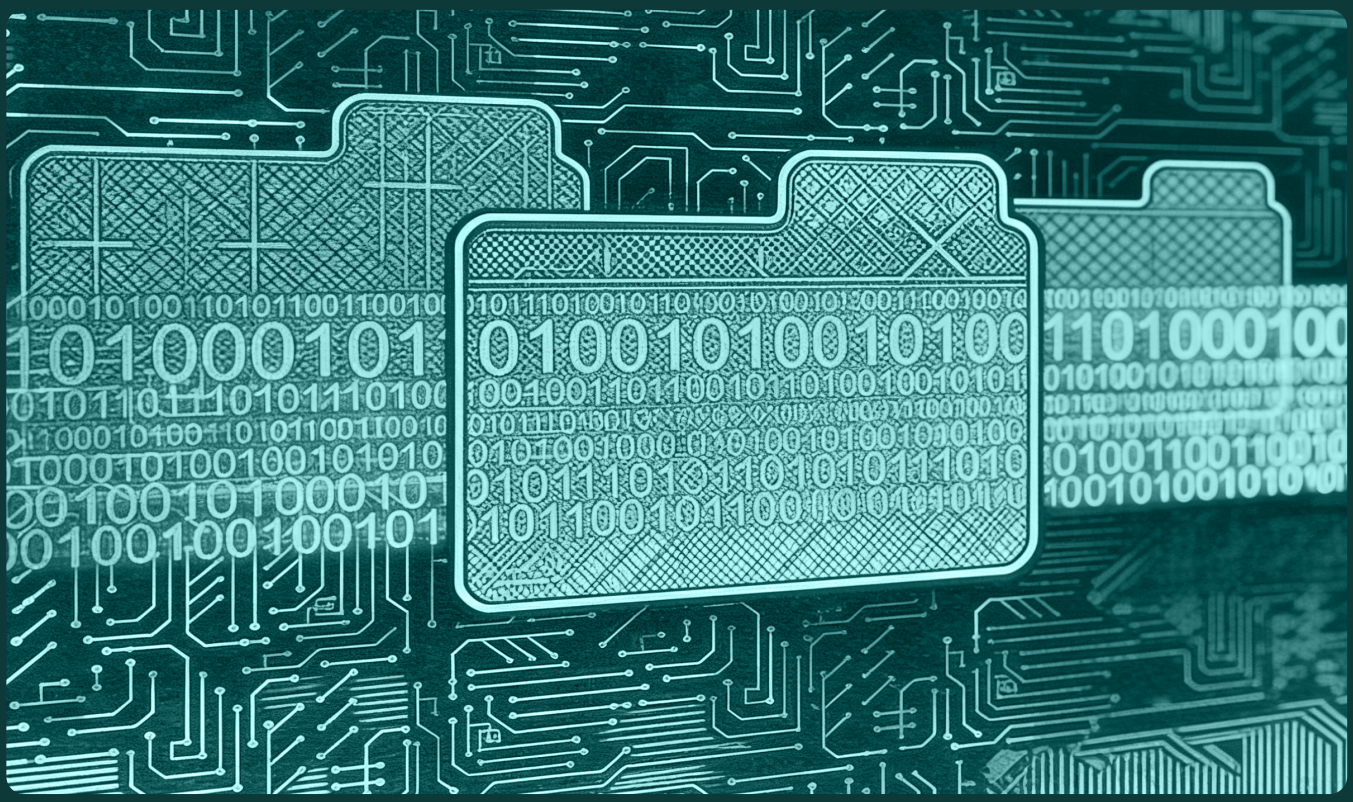
Seamless Adoption with Minimal Business Disruption

Implementation was completed with minimal impact on operations, enabling smooth adoption across distributed user groups.

Conclusion

This engagement demonstrates SISA's ability to deliver enterprise-grade, regulator-aligned data security solutions tailored for complex BFSI environments.

With SISA Radar, the organization transformed its data protection posture from limited visibility and fragmented controls to centralized governance, real-time classification, and continuous protection of sensitive data including PII at scale.



About SISA

SISA is a global leader in cybersecurity for the payment ecosystem, operating at the intersection of AI, cybersecurity, and payments. Trusted by leading brands and financial institutions across 40+ countries, SISA secures over 1,000 organizations by helping them anticipate threats, strengthen resilience, and protect critical payment infrastructure. Powered by real-world breach intelligence, SISA enables organizations to stay ahead of evolving cyber risks. Follow SISA on LinkedIn for the latest insights on cybersecurity, payment security innovation, and emerging technologies.

SISA's Portfolio of Forensics-driven Cybersecurity Solutions

Compliance

Payment Security

- PCI DSS Compliance
- PCI PIN
- PCI 3D Secure (3DS)
- PCI P2PE Compliance
- PCI S3
- PCI S-SLC
- PCI CP (Card Production)
- PCI SAQ Compliance
- Facilitated PCI SAQ
- Quarterly Health Check-ups
- Central Bank Compliance

Strategy & Risk

- SWIFT
- HIPAA
- ISO Management System Services
- NIST
- SOC Compliance
- HITRUST Certification
- Information Security Risk Assessment
- CSA STAR Assessment & Certification
- Crisis Management Exercise / Crisis Management & Incident Response Simulation Exercises
- Indian Regulatory Cybersecurity Audit & Assurance Services

Unified Audits

Managed Compliance

Security

Security Testing

- Application Security Testing
- Infrastructure & Network Security
- Cloud & Container Security
- IoT Security Testing
- Adversary-Led Ransomware Simulation
- Red Teaming

ProACT Agentic SOC

Digital Forensics & IR (DFIR)

- Payment Forensics Investigation
- Internal Forensic Investigation
- Acquirer Led Investigation
- Ransomware Incident Response
- Breach and Attack Simulation
- Compromise Assessment
- Cloud Forensics
- Retainer Services
- Digital Threat Report Briefing Session

PRISM

- Prism Discovery (AIBOM)
- Prism Strike (Gen AI app PT)
- Prism Secure (Model Security)
- Prism Observe (Live AI App monitoring)

Quantum Security

Privacy

Data Protection and Governance

- SISA Radar (Discovery & Classification)

Data Privacy Consulting Services

- DPDPA (India) Compliance Consulting
- GDPR
- CCPA

SISA is a global cybersecurity leader for the payments ecosystem

USA | Canada | UK | Bahrain | Saudi Arabia | UAE | Qatar | India | Singapore | Malaysia | Australia

To learn more about SISA's offerings visit us at www.sisa.ai or
Contact your SISA sales representative at contact@sisa.ai